



MET2.PAU.25

PATENT APPLICATION

UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Bentolila, et al.

Application No.: 10/043,714

Filed: January 9, 2002

Mark:

SYSTEM, METHOD, AND SOFTWARE
APPLICATION FOR TARGETED
ADVERTISING VIA BEHAVIORAL
MODEL CLUSTERING, AND
PREFERENCE PROGRAMMING BASED
ON BEHAVIORAL MODEL CLUSTER

April 13, 2004

Irvine, California 92612

STATUS INQUIRY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

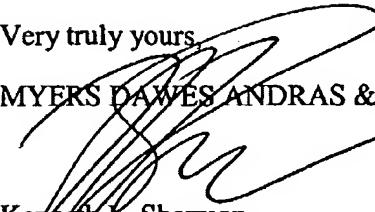
Applicant, respectfully requests to know the status of the above-referenced patent application.

On June 10, 2003 Applicant received a Notice of Publication of Application as issued by the United States Patent and Trademark Office. The Notice of Publication reflected a publication date of May 29, 2003 and a Publication No. as US-2003-0101451-A1. This was the last communication received by Applicant in the above case.

Please charge any additional fees to our Deposit Account No. 01-1960. An additional copy of this letter is enclosed for that purpose.

Very truly yours,

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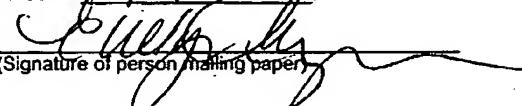
CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450 on 4-13-04

Evelyn Menjivar

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